

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Public Health • Tobacco Prevention and Education Program

Issue 80

<http://www.clark.wa.gov/health/tobacco/tidbits.html>

January 2007

★ Looking Back at 2006 - A Year of Success Stories ★

2006 was another year filled with many positive changes and accomplishments in tobacco prevention, cessation and education in Clark and Skamania Counties. Our annual January tradition is to take a look back at some of the highlights of the previous year. • The Tobacco Prevention and Education Program at Clark County Public Health moved to the Center for Community Health, providing convenient access to multiple social and health services for community members all under one roof. • The *Alternative to Ticketing Program* was implemented with the help of community partners. Currently, all under-age youth who are ticketed for tobacco possession in Clark County are given a treatment option of completing a tobacco intervention class versus paying a fine or doing community service. • Smoke-free campus signs went up around Clark College in March - making it the first 100% tobacco free campus in the state of Washington, and one of the first 100% tobacco free campuses in the nation! • Several local schools celebrated *Kick Butts Day* on April 5, with events, displays, skits and literature. • La Center Middle School's 50-member Prevention Club put on an elaborate *TATU* (Teens Against Tobacco Use) carnival.

With the help of grants from the American Lung Association of Washington, the Washington State Department of Health and Clark County Community Services, they taught kids about the dangers of tobacco use while also having lots of fun. • The Secondhand Smoke Task Force and the Tobacco Prevention and Education Program at Clark County Public Health published the *Guide to Smoke-free Housing in Clark County* - highlighting apartments, rental homes, duplexes and condominiums that have policies restricting or prohibiting smoking. • Tobacco Tid-Bits celebrated its 75th issue in August! That is over five years of bringing readers the latest local, state and national news related to tobacco prevention and cessation efforts. • Battle Ground held its first American Cancer Society Relay For Life, raising over \$51,000 for cancer research, education and patient services. • M*A*S*H youth tobacco prevention group helped spread the word about the State youth tobacco prevention campaign "No Stank You" message by creating chalk art on the sidewalks outside of three entrances at Stevenson High School. • The American Cancer Society celebrated its 30th annual Great American Smokeout (GAS). Starbucks joined GAS for the first time by distributing Tobacco Quit Line cards to customers. Subway also offered a "Buy 1 cold turkey sandwich, get 1 free" deal. Several school and community groups also celebrated the day including first time participant, Sea Mar Community Health Center. • 15 Hispanic teens from Fort Vancouver High School were trained in the TATU program. The training was conducted in Spanish and the youth will present to native Spanish speaking youth at Jason Lee Middle School. • Clark County participated in *Saturday in the Park*, Vancouver's annual gay pride celebration. • New and diverse partners joined with the Coalition: Cowlitz Indian Tribe, Sea Mar Community Health Center, Recovery Northwest, Clark County Department of Community Services and Kaiser Permanente Center for Health Research. **In Skamania County** there was a record turnout of youth attending the *Alternative to Ticketing* classes and referrals for the program are up. • The Coalition had a noticeable presence at the fair, both with a booth and ads in the fair brochure. • The first ever Columbia Gorge Health Exposition was held at the Skamania County Fairgrounds featuring vendors, activities and seminars related to health, wellness and safety. • Skamania County's Tobacco-free Warehouse Dance in January was a huge success, with 250 youth in attendance. • In order to comply with the 25' regulation as part of revised Clean Indoor Air Law, the beer garden at the Skamania County fair was moved from its previous area closer to a building, and designated smoke-free. A special thanks to all of our partners in Clark and Skamania counties for such a prosperous year in tobacco prevention, education and cessation efforts!

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Skamania *Breath of Fresh Air* Awards

The Tobacco Free Coalition of Skamania County handed out their *Breath of Fresh Air* awards to individuals and organizations whose actions promoted a healthier Skamania County in 2006.

• **M*A*S*H youth prevention group** of Stevenson High School was recognized for their many creative tobacco prevention events at local schools and in the community. • **Skamania County Community Events & Recreation** was honored for protecting visitors from secondhand smoke near and around Rock Creek Center. • **Skamania Lodge** was awarded for their efforts to promote the Washington Tobacco Quit Line to employees and community members and for sponsoring American Cancer Society Great American Smokeout activities.

• **Angie Hollis, Skamania County Juvenile Department** was recognized for her efforts collaborating with the Tobacco Prevention and Education Program, Educational Services District 112, Stevenson High School, Skamania County Sheriff's Office and Skamania County Community Events & Recreation on the Alternative to Ticketing Program. • **Joanna Grammon, Skamania Pioneer** newspaper was recognized for her unwavering support of the issues of preventing initiation of tobacco use, promoting quitting of tobacco, and eliminating secondhand smoke.



Cheryl Adams - MASH, Long Vue & James Lanz - Clark County Public Health, Sara Ross - Skamania Events & Recreation, Joanna Grammon - Skamania Pioneer, Scott Pineo - Skamania Events & Recreation

Clark County *Breath of Fresh Air* Awards

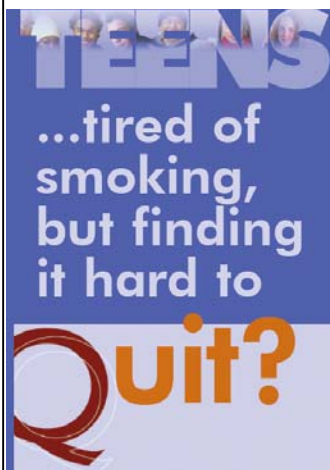
Local heroes were also recognized by the Tobacco Free Coalition of Clark County for their leadership in implementing local policies and programs aimed at reducing tobacco use in 2006.

• **Clark County Juvenile Court and the Clark County Sheriff's Office** were honored for implementing the Alternative to Ticketing program. • **The Washington State Liquor Control Board** was recognized for their work with local tobacco retailers ensuring compliance with the law that prohibits selling tobacco to minors. • **The Board of Clark County Commissioners, Clark County Public Works and the Vancouver City Council** were awarded for their efforts to eliminate secondhand smoke through voluntary tobacco-free policies that were approved for all city and county parks. • **Annette Cleveland, Community Relations and Community Education Coordinator at Legacy Salmon Creek Hospital** was honored for promoting the Washington Tobacco Quit Line to community members and hospital healthcare providers, offering tobacco cessation classes, sponsoring activities in observance of the American Cancer Society's Great American Smokeout and providing tobacco prevention and cessation information at community health fairs. • **Jamie Zentner, Health Educator at Sea Mar Community Health Center** was recognized for adapting the *Teens Against Tobacco Use* program for Spanish speaking youth, promoting tobacco cessation to clients, teaching tobacco cessation classes for low-income adults, training healthcare providers in the Basic Tobacco Intervention Skills curriculum, and helping translate the *Guide to Smoke-free Housing in Clark County* into Spanish.



TATU Teen Conference

Mark your calendars for the Teens Against Tobacco Use (TATU) conference coming up on March 1 from 8:30 AM– 1:15 PM at Clark College. The conference will consist of three, 50 minute sessions presented "conference style," where teens move from one concurrent session to another: **Tobacco – A chemical waste site!** An overview of the chemicals in tobacco and the dangers associated with using tobacco. This session will review both smokeless tobacco and cigarettes. **Can we talk?** This workshop will cover information on making an effective presentation. And **Who controls your mind?** This workshop will include information on media literacy and the marketing tactics of the tobacco companies to include how they market to specific cultural groups. Contact: [Dinah Brosius](#) 360.750.7500 x 144



Kaiser Permanente Offers QUIThelper Program to Teens That Smoke

Kaiser Permanente Center for Health Research is recruiting 600 15-18 year olds who smoke cigarettes, even if just a few per month for a free and confidential quit smoking program. Smokers who are in the process of quitting (i.e., have quit within the last 30 days) are still eligible. Teens do not need to be Kaiser Permanente members to join. QUIThelper is a stop-smoking program just for teens. It provides brief telephone counseling with a professional quit coach and a Web site to help make quitting easier. This program is available for a limited time as part of a research study, funded by the National Institutes of Health and conducted by Kaiser Permanente's Center for Health Research. Teens who might be interested in joining the study or who would like more information can contact QUIThelper by calling 503.335.6749 or toll free, 1.866.356.0211. For more information about this program contact: Terry Fitzpatrick 503.335.6602

Alliance of Partners Addresses Tobacco Treatment into the Chemical Dependency Field

As reported in the November issue of Tobacco Tid-Bits, approximately 75% of clients in Clark County substance abuse treatment programs smoke. This is far higher than the 21% tobacco use rate in the general population. In their work plan, the Tobacco Prevention and Education Program at Clark County Public Health has determined that mental health and substance abuse treatment clients are priority populations. Because of preliminary work being done to build relationships between tobacco program staff and treatment staff at the Center for Community Health, the statewide Nicotine Policy Advisory Committee (NICPAC) decided to meet there for the first time in December. This meeting was an opportunity to bring together regional treatment providers who have been assisting local treatment providers on integrating tobacco addiction treatment with alcohol and drug addiction treatment. Staff from the Department of Health and the Division of Alcohol and Substance Abuse brainstormed ideas for sustainable and regional solutions and goals that serve the recovery of clients who have tobacco and other addiction disorders. Some of the next steps discussed included a regional training focused on how to integrate tobacco treatment into the chemical dependency treatment field and providing technical assistance to the detox program at the Center for Community Health. A March training is scheduled and will be listed in the next issue of Tobacco Tid-Bits.

Tobacco Company Anti-Smoking Ads Ineffective with Teens

A study co-authored by an Oregon State University researcher found tobacco company-sponsored anti-smoking advertising aimed at youth not only has no negative effect on teen smoking, it may actually encourage youngsters to smoke. Results from the study also show that tobacco industry-sponsored prevention ads aimed at parents often have harmful effects on students, also increasing their likelihood of smoking. "We suspected this the minute we saw the kind of ads the tobacco companies were creating," said Brian Flay, a professor in the Department of Public Health at Oregon State University. "Their objective is to get customers, not to stop customers from finding them." In the study, nine researchers from the Bridging the Gap policy research program combined survey data from more than 100,000 students in grades 8, 10 and 12 on smoking-related beliefs and behaviors with Nielsen Media Research data on exposure to smoking-related ads in the largest U.S. media markets between 1999 and 2002. [Portland Business Journal 12/12/06](#)

Puffing on Polonium

When the former K.G.B. agent Alexander V. Litvinenko was found to have been poisoned by radioactive polonium 210 recently, there was one group that must have been particularly horrified: the tobacco industry. The industry has been aware at least since the 1960s that cigarettes contain significant levels of polonium. Exactly how it gets into tobacco is not entirely understood, but uranium "daughter products" naturally present in soils seem to be selectively absorbed by the tobacco plant, where they decay into radioactive polonium. High-phosphate fertilizers may worsen the problem, since uranium tends to associate with phosphates. No one knows how many people may be dying from the polonium part of tobacco. There are hundreds of toxic chemicals in cigarette smoke, and it's hard to sort out how much one contributes compared to another — and interactive effects can be diabolical. Excerpts from Op-Ed, 12/1/06 by Robert N. Proctor, Stanford University.

What is Social Marketing and How can it Help Your Program?

January 24, Kelso - [Social Marketing](#)

Social Marketing: What is it? How can it help our program? Why is it so hard? What are 12 principles that make it easier? This 6 hour "crash course" in social marketing will help answer each of these questions for you by presenting the definition of social marketing, discussing appropriate applications, acknowledging the challenges, and describing 12 principles for success. A variety of public health examples and group exercises will bring it all to life. Lunch will be provided. Social marketing expert, Nancy Lee, teaches social marketing at the University of Washington and Seattle University. She is coauthor of the text *Social Marketing: Improving the Quality of Life*, used by practitioners and academics throughout the world. This course will take place January 24 from 9:00 AM -3:30 PM at Three Rivers Mall Community Room, 351 Three Rivers Drive in Kelso, 98626. [Register now](#) or for more information contact: [Deb Drandoff](#) ESD 112, 360.750.7500 x 303. Registration deadline is 1/19/07.

Self-Care Strategies for Outstanding Outcomes

January 26, Spokane- [Peak Performance in the Caring Professions: Self-Care Strategies for Outstanding Outcomes](#)

This training is designed to improve participants' ability to practice healthy and appropriate self-care while effectively serving the needs of others. Attendees will learn about a variety of research-based tools that help improve professional outcomes while enhancing personal well-being and satisfaction. Learn the most effective ways to decrease stress, manage competing priorities, and ensure optimal outcomes. Deanna Davis, PhD, is a professional speaker and the author of *Living With Intention: Designing a Wildly Fulfilling and Remarkably Successful Life*. She holds a PhD in Leadership and a Master of Public Health Degree, and has worked in the Public Health and Non-profit sectors for 15 years. Deanna champions research-based practices for peak performance and self-care in all personal and professional settings. Lunch will be provided. [Register now](#) or for more information contact: Tricia Hughes at thughes@esd101.net or 509.789.3591. Registration deadline is 1/22/07.

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Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Public Health Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
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Send photos of your tobacco-related event to:
TobaccoTidbits@comcast.net

Calendar of Events

2007

- 1/7 Mapping your Path to Success workshop, Vancouver** [Register now](#) or contact: Sheryl Taylor at sheryl.taylor@esd112.org or 360.750.7500 x266
- 1/17 Alternative to Ticketing Task Force meeting**, noon – 1:00 PM, Clark County Public Health.
Contact: [Long Vue](#) 360.397.8214
- 1/18 Cessation Task Force meeting**, 2:30-4 PM, Clark County Center for Community Health, room A332.
Contact: [James Lanz](#): 360.397.8416
- 1/18 Schools Task Force meeting**, 7:30-9 AM, ESD 112. [Dinah Brosius](#) 360.750.7500 x 144
- 1/19 American Cancer Society SpeakOUT Workshop**. Red Lion Inn at Salmon Creek. 1500 NE 134th St., Vancouver Contact: Emily Dietman, 206.674.4185 emily.dietman@cancer.org
- 2/13 Tobacco Free Coalition of Clark County**, 2:30-4 PM, Memorial campus of SWMC, Medical Office Building, Fir/Willow Room, 100 E. 33rd St, Vancouver. Contact: [James Lanz](#): 360.397.8416

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) - A Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [Listing of Smoke-free Housing in Clark County](#) - a resource for renters seeking smoke-free rental homes and apartments: <http://www.clark.wa.gov/health/tobacco/secondhand/housing.html>
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: <http://www.unfilteredtv.com/o2magazine/>
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [SeeThruTheSmoke.com](#) - A Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.seethruthesmoke.com
- [Smoke-Free Environments Law Project](#) - includes detailed information on reasons why smoke-free apartments make sense for landlords and tenants and are in conformity with the law. Lists methods of addressing the issue and links to other Web resources: <http://www.tcsq.org/sfelp/apartment.htm>
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/158htm
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Public Health.